

CASE STUDY

How Two Universities Are Sourcing a High Volume of Cost-Effective, High-Intent Leads

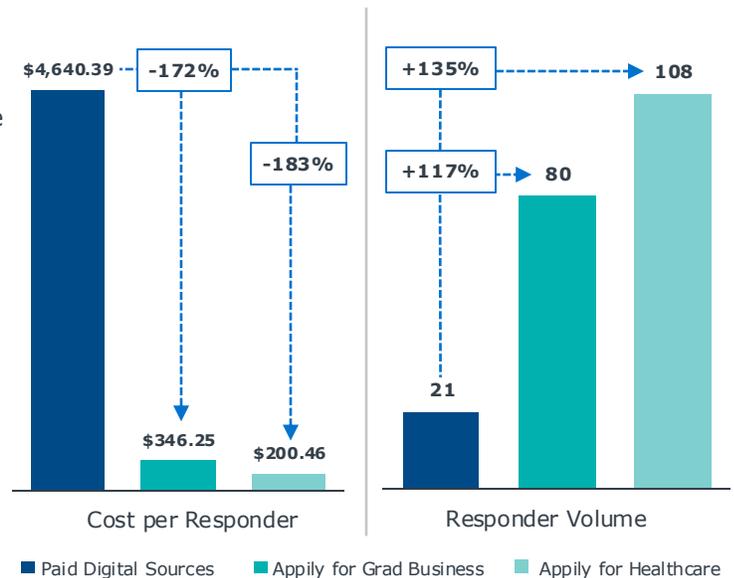
Opal University¹

A Small, Private University in the Northeast

- About:** Opal University offers 2 graduate business programs and 10 nursing and graduate healthcare programs with online and on-campus options.
- Challenge:** Opal was looking to increase their volume of graduate business and healthcare leads with responsive, high-intent names. They were interested in a budget-friendly solution that would pair well with their current lead generation strategy.
- Solution:** Opal University used Apply Advance's diversified acquisition strategy to source high-quality healthcare and graduate business leads at a higher volume than Meta.
- Impact:** Early results show that Apply Advance has generated an average **178% lower cost per responder²** and an average **126% higher volume** compared to names purchased through paid digital sources³.

Cost per Responder and Responder Volume

Opal University, Year 1 of Apply Partnership



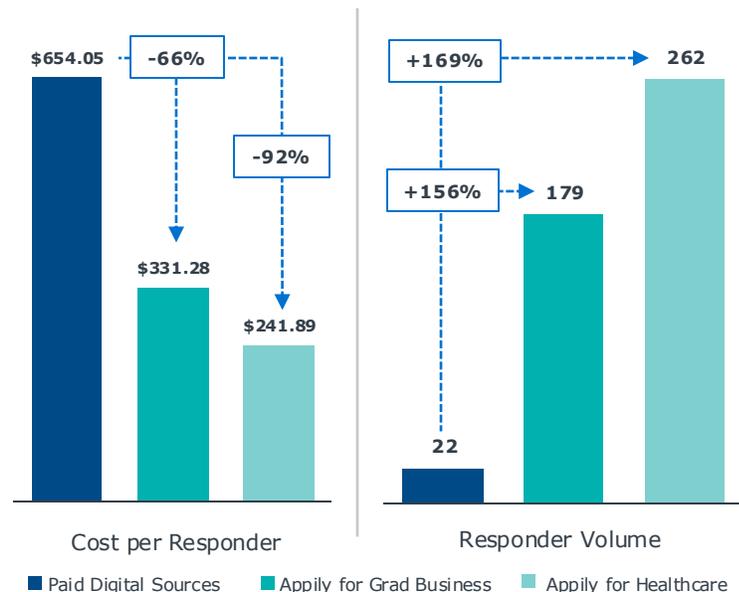
Topaz University⁴

A Midsize, Private University in the Northeast

- About:** Topaz University offers 4 graduate business programs and over 20 nursing and graduate healthcare programs with online and on-campus options.
- Challenge:** With the decreasing quantity of test-taker names, Topaz sought another source to provide more right-fit domestic leads for their healthcare and graduate business programs within their lead budget. They were interested in finding alternative list strategies to add to their extensive institutional lead generation efforts.
- Solution:** Topaz used Apply Advance's diversified acquisition strategy as a new source of high-quality healthcare and graduate business leads, at a lower cost.
- Impact:** Early results data shows that Apply Advance has generated an average **79% lower cost per responder** compared to names purchased through Meta, and an average **163% higher volume**.

Cost per Responder and Responder Volume

Topaz University, Year 1 of Apply Partnership



1) A pseudonym.
 2) Cost per responder is defined as the cost per each student who engages with a source's marketing campaign.
 3) Paid digital sources include Meta and LinkedIn.
 4) A pseudonym.